



GILWELL GAZETTE

Introduction

October 2002

2002 SOUTHERN REGION CDDC

Gilwell Gazette

Writing for the Gilwell Gazette

Newsletters can be a key communication tool between you and the rest of the Troop. People enjoy reading newsletters which offer something of value to them.

Now that you have the two key elements, pen and paper (or a computer and printer, depending on your technical expertise, what do you write about? Well, the one thing that folks like more than anything else is to **see their name in print**. I have seen participants (& staff) flip through the Gazette first thing to see if their name or patrol is mentioned in the paper. Try to put as much recognition into the Gazette as you can.

Another form of recognition you can use is to ask the patrols and staff to submit their ideas to the scribe for publication in a future newsletter. You can have printed tips, original content, jokes, and recipes always giving the sender full credit. If you have good content in the newsletter, you will never see extra copies lying around.



Welcome to the 2002 Southern Region Course Director's Conference!

Wood Badge is about Leadership!

What good is it?

The next item folks like is something useful to them.

Printing things like the day's schedule and opening flag ceremony and song for the day are things that will keep people coming back to the table to get

the paper first thing in the morning.

Providing good links to other Scouting sites will keep the newsletter in their notebooks to take home. Got a favorite recipe? Put it in!

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A picture is worth a 1000 words.

Include some graphics in the newsletter to make it a bit more appealing. If you don't have a computer, you can copy and paste and then Xerox™ the letter. You can also get pictures and clip art from the Internet. Most Scouting clipart is not subject to copyright. Some good Scouting clipart resources are:

US [Scouting Service Project](http://www.macscoouter.com/library/)
www.macscoouter.com/library/

[Scouting Clipart](http://www.scouters.org/scouters/Clipart/clipart.htm)
www.scouters.org/scouters/Clipart/clipart.htm

[Scouting Clipart Resources](http://www.boyscouts.com/clipart.htm)
www.boyscouts.com/clipart.htm

Digital pictures are good as well. For the



If it's not for the boys, it's for the birds....

newsletter, you can shoot at a low resolution since most copiers and printers you use will not be photographic quality.

KISMIF

A tale of two publishers—Part 1 This was one first class operation! Can you afford it?

“Desktop publishing was done in QuarkXpress v4.11 ... We would not -- under any circumstances -- use either MSWord or MSPublisher; both are "cheap" DTP programs or glorified word processors. Photos were downloaded from digital cameras -- we even provided each patrol with a small version to take their own candid. We did minimal photo retouching or editing. While we had Photoshop v6.0, but used GraphicConverter v3.8 for simple editing and previewing of JPGs.

... We used a 9600 Macintosh as the power center for most of the desktop publishing efforts. However, we had three PC-laptops and two desktop PCs networked on a simple eight-station Ethernet LAN. We set up one room at camp as the publishing office, which had all the printers, photocopiers, and computers. All the stuff was provided by staff members on loan, EXCEPT for on printer/fax/copier which the cluster had purchased for ongoing admin.”

A tale of two publishers—Part 2 This was definitely low-rent, but effective!

“Ours was a week-long course and, as such was a "come as you are" course. We had to make some sacrifices.

All the newsletters were "canned" as much as possible and tried to personalize it as much as possible. Our goal was to feature every Staff Member and Patrol at least once in the newsletter, but we could not do that due to time constraints.



Use a newspaper machine to distribute

All issues were in black and white. That kept the cost down and sped up the printing process. We carried a desktop computer and a laptop to the course. The desktop was the Scribe's work-horse, and the laptop was used as a workstation for anyone who needed one. The newsletter was done in MS-Publisher and printed on an HP 800 series printer. We borrowed a small desktop copier for duplicating. It strained under the task, but got through the week. “

Additional Tips on writing and editing the "Gilwell Gazette"

Handled well, it is powerful tool.

Keep your audiences in mind, always.

What is relevant to the staff and participants? What is important?

Effective writing involves planning.

Develop most of the copy ahead of time. Fill in with day-by-day details. Then get material from the patrols and USE IT!

A newsletter must be sustainable.

Be realistic about the amount of content you can consistently produce. A 4-page color newsletter is nice, but do you have the resources and time to publish it every day?

Begin with good basics and build on solid ground.

The Gazette should have a few lead stories, shorter news items, and a message from your Course Director or Visiting Instructor. If you have time or space, you may want to include a historical note, cartoon, Staff / Patrol Highlights, Scouting trivia, etc.

Keep to your deadlines.

Build in a safety cushion to allow for unexpected delays. Remember, after Issue One, you will be printing the newsletter at night.

Offer other writers a byline.

This can be especially helpful if you have an "expert" doing a presentation for you. They can provide further insight into a subject. How about using the Gazette for more information on the conservation project?.

Be concerned about how your newsletter reads before you worry about how it looks.

Attractive graphics can obscure important content needs. Relevant and well-written content should be able to stand on its own, even as plain text. A well written, one sheet newsletter is better than a 4-page color newsletter that is poorly done.

Good writing and good editing require direction and hard work.

Write compact articles in the active voice ("Bob hit the ball", rather than "The ball was hit by Bob".)

Lead with strong items that have broad appeal.

Learn from your daily newspaper -- people decide *within seconds*, whether or not to read.

While you have a captive audience with this newsletter, the front page will show the reader if you really spent time on it, or if you gave the newsletter a half-hearted effort..

Learn the distinction between simple information and a story.

Information comes to life as a story when someone talks about it. Try to get your readers involved as sources of a story. Use quotes!

Any successful issue depends on plentiful and reliable sources.

Consider an acknowledgment box that lists everyone who contributed to an issue. This will reward people for helping and encourage others to participate.

The true test of performance is behavior.

You'll know you have an effective publication when the staff and participants pick up the newsletter and take it with them. If you see mounds of unread newsletters, that ought to tell you something.

"You can say anything you want about a person as long as you spell their name right." - William Randolph Hearst

On the morning of September 8, 1919, a 61 year-old retired general of the British Army stepped out into the center of a clearing at Gilwell Park, in Epping Forest, outside London, England. He raised to his lips the horn of a Greater Kudu, one of the largest of African antelopes. He blew a long sharp blast. Nineteen men dressed in short pants and knee socks, their shirt-sleeves rolled up, assembled by patrols for the first Scoutmasters' training camp held at Gilwell. The camp was designed and guided by Sir Robert Baden-Powell, the founder of the World Scouting Movement. ... It continues to this day in England and around the world as the advanced training course for leaders in Scouting.

Wood Badge Word Search

How many words can YOU find?

Words To Find:	G	D	Z	Y	L	O	R	T	A	P	L	R	U	T	O
ANTELOPE	Y	T	H	P	O	W	E	L	L	L	P	K	U	D	U
AX	P	Y	Z	W	G	I	H	M	E	J	C	R	E	W	D
BADEN	O	A	F	Y	N	O	B	W	B	A	A	P	S	P	C
BEAR	N	P	A	N	T	E	L	O	P	E	G	U	T	M	P
BEAVER	X	P	X	R	A	I	W	Z	B	J	B	L	E	L	V
BOBWHITE	L	I	O	V	G	L	S	U	A	W	E	U	K	Q	S
BUFFALO	W	O	E	U	X	O	F	R	D	H	H	Z	C	B	Z
CREW	P	R	I	X	P	F	M	Z	E	H	O	I	I	D	E
DEN	Z	D	A	Z	A	L	Y	A	N	V	E	N	T	V	H
DENIZULU	E	I	T	L	P	R	G	R	Q	V	I	E	E	E	T
DIVERSITY	O	O	O	R	Y	L	S	O	N	K	A	D	A	O	B
EAGLE	H	V	Y	S	E	D	J	R	I	M	K	E	M	L	T
FOX	Q	G	L	H	V	M	I	C	D	L	J	N	N	B	W
GILWELL	R	K	Z	Y	A	P	O	E	N	P	Z	Z	J	L	D
GUIDE															
KUDU															
LOG															
OWL															
PACK															
PATROL															
POWELL															
TEAM															
TICKETS															
TROOP															

You can make your own word search game! Just to go: <http://www.worldvillage.com/wv/gamezone/puzzlegen>.

Any questions? Contact:
Steve Elwart
143 Woodstone Drive
Vicksburg, MS 39183-8319
601-636-6752 (H)
601-630-8301 (O)
601-831-2130 (Mobile)
selwart@netdoor.com